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automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

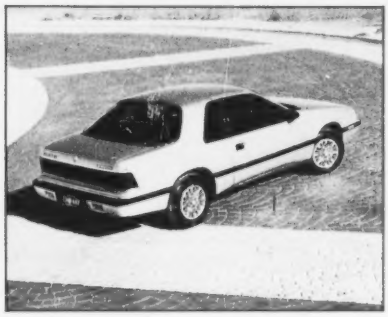
'87 Models

Lessor Recommendations
Sneak Preview/Car Specs
Pull-Out Calendar
Fleet Incentives

automotive
FLEET
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

AUGUST 1986
VOL. 25, NO. 10

Influencing the management of 4,584,000 cars and 1,970,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.



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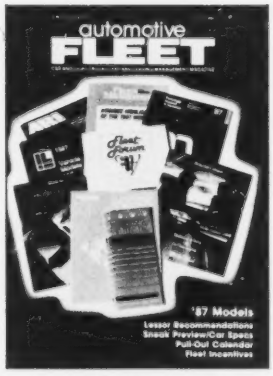

On our cover: Which fleet cars have the nation's largest lessors recommended in their brochures reviewing the '87 model year? To find out, turn to the story that begins on page 44.

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cars. Managers expect the price of gas to return to its former rate soon, and any changes made in fleet composition probably would not be felt before the re-inflation.

NINE USED CARS = $173,675

Paragould Auto Auction in Paragould, AR, has released mileages and prices for nine "special" lease cars it recently sold for the Little Rock office of New Jersey-based Automotive Rentals, Inc.

Sold for a total of $173,675, the nine cars were: a 1985 Mercedes 500 SEL (grey market) with 17,000 miles, which sold for $35,000; two 1985 XJ6 Jaguars (grey market) each with 16,000 miles, each sold for $24,000; two 1985 944 Porsches, each with 16,000 miles, each sold for $19,600; one 1985 BMW 325E with 15,000 miles, sold for $16,500; one 1985 BMW 318I with 13,000 miles, sold for $13,500; one 1985 Mazda RX7 GSL SE with 6,000 miles, sold for $12,500, and one 1985 Mazda S with 4,000 miles, sold for $8,975.

COMPUTER SEMINARS FOR MANAGERS

Fleet managers will have a chance to view the latest in computerized information systems when GTE Data Services (GTEDS) hosts several free regional seminars to discuss its new FleetTracker turnkey fleet-management package. Conducted by various district managers for GTEDS — a subsidiary of GTE Corp. — the seminars will cover such day-to-day fleet concerns as repairs, preventive maintenance, parts inventory, mechanics, vendors, fuel and oil, and the monitoring of overhead costs.

Seminars scheduled for the next few weeks include: Charlotte, NC (August 7); San Diego, CA (August 20), and Hartford, CT (September 3). The FleetTracker package they will discuss is designed for large commercial fleets, consisting of an

Reimbursement For Use of Personal Car
No Assigned Fleet Car
(Mileage Only)
U.S. Commercial Fleets Only

Amount	1981	1982	1983	1984	1985
15 cents or less	1%	2%	2%	1%	1%
16-19 cents	13%	15%	11%	10%	5%
20 cents	68%	69%	72%	56%	42%
20.5 cents	*	*	*	22%	22%
21-24 cents	17%	10%	12%	10%	28%
25 cents or more	*	4%	3%	1%	2%

(Not computed in those surveys — included in "more than 20 cents a mile" category.)

Reimbursement For Use of Personal Car
Assigned Fleet Car Not In Service
(Mileage Only)
U.S. Commercial Fleets Only

Amount	1981	1982	1983	1984	1985
15 cents or less	3%	5%	2%	1%	2%
16-19 cents	15%	13%	9%	8%	5%
20 cents	66%	68%	73%	56%	42%
20.5 cents	*	*	*	23%	23%
21-24 cents	17%	11%	14%	9%	26%
25 cents or more	*	3%	3%	3%	2%

(* Not computed in those surveys—included in "more than 20 cents a mile" category.)

Personal Use Chargebacks
Fleets Using Straight Mileage Charge
U.S Commercial Fleets Only

Amount	1981	1982	1983	1984	1985
7.5 cents or less	2%	3%	3%	1%	27%
8-10 cents	43%	45%	28%	28%	14%
11-14 cents	55%	51%	43%	30%	10%
15 cents or more	*	*	26%	34%	49%

(* Not computed as such in those surveys—included in "more than 10 cents a mile" category.)

Source: NAFA's 1985 Personal Use Survey.

For the 1987 model year, the nation's top 10 lessors are urging fleets to consider legislative changes in their acquisition decisions, and to stick with fuel-efficient engines despite the recent drop in oil prices.

Lessor Recommendations

ARI

Because of the number of external pressures on leasing these days — from tax revision to tough odometer laws — ARI recommends that managers "exercise a certain degree of caution" before making any changes to the fleet configuration at all. The nation's sixth-largest lessor also suggests that vehicles driven 1,900 miles or more per month be replaced at approximately 45,000 miles, and that vehicles driven less than that be replaced by 60,000 miles, or 36 months. ARI further recommends that the following equipment be ordered on *all* vehicles: Automatic transmission, air conditioning, power steering, power brakes, AM/FM stereo radio, tinted glass, body side moldings, wheel covers, cloth interiors, and dual horns.

Sub Compact:
(4-Door Sedan or Hatchback when possible)

Chevrolet Cavalier
Dodge Omni
Ford Escort
Mercury Lynx
Plymouth Horizon
Pontiac Sunbird

Compact:
(4-Door Sedan or Hatchback when possible)

Chevrolet Corsica
Dodge Aries
Ford Tempo
Mercury Topaz
Oldsmobile Calais
Plymouth Reliant
Pontiac Grand AM

Cruise Control (Open Road High Mileage Vehicle), Whitewall Tires

Mid Size
(4-Door Sedan or Hatchback when possible)

Buick Century
Chevrolet Celebrity
Chrysler LeBaron GTS
Dodge Lancer
Ford Taurus
Mercury Sable
Oldsmobile Cutlass Ciera
Pontiac 6000

Cruise Control, Whitewall Tires

2-Door Specialty

Buick Regal
Ford Thunderbird
Mercury Cougar
Oldsmobile Cutlass Supreme

Cruise Control, Whitewall Tires

Full Size/Utility
(4-Door Sedan)

Chevrolet Caprice
Ford LTD Crown Victoria "S"

Cruise Control (Open Road High Mileage Vehicle), Whitewall Tires

Full Size/Management
(4-Door Sedan)

Buick LeSabre
Chevrolet Caprice Classic
Ford LTD Crown Victoria
Mercury Grand Marquis
Oldsmobile Delta 88
Pontiac Bonneville

Cruise Control, Whitewall Tires, Power Seats, Door Locks, Power Windows, Tilt Wheel

Wagon/Sub Compact

Chevrolet Cavalier
Ford Escort
Mercury Lynx

All wagons should be equipped equal to other models in their size category and should be 8-passenger where available.

Wagon/Compact

Dodge Aries
Plymouth Reliant

Wagon/Mid Size

Buick Century
Chevrolet Celebrity
Dodge Caravan
Ford Taurus
Mercury Sable
Plymouth Voyager
Pontiac 6000
Oldsmobile Cutlass Ciera

Wagon/Full Size

Chevrolet Caprice
Ford LTD Crown Victoria "S"
Pontiac Safari

AVIS

Vehicle selection is the single most important contribution to effective fleet management, Avis says. For the '87 model year, the tenth-largest lessor believes emphasis will continue on aerodynamic styling, electronic fuel injection, and performance. At the same time, Avis thinks that fuel cost and depreciation, which already represent nearly 70 percent of a vehicle's total cost, are likely to increase. To minimize depreciation, Avis recommends replacing vehicles before 50,000 miles and/or two full model years have passed, in the fall (October-November) and/or spring (March-April).

Avis, *continued*

VEHICLE SELECTION RECOMMENDATIONS

Vehicle Assignment	Vehicle Category	Engine	Model Level
Economy/Special Purpose	Sub-Compact	4 Cyl	Base Level
	Small	4 Cyl	Base Level
Sales/Service	Small	4, 6 Cyl	Mid Level
	Mid Size	4, 6 Cyl	Mid Level
Managerial	Mid Size	4, 6 Cyl	Top Level
	Full Size	6, 8 Cyl	Base Level
	Specialty	4, 6 Cyl	Selective
Executive			
Group I	Full Size	6, 8 Cyl	Mid Level
	Specialty	4, 6 Cyl	Selective
Group II	Full Size	6, 8 Cyl	Top Level
	Luxury	6, 8 Cyl	Top Level
	Specialty	4, 6, 8 Cyl	Top Level

NOTE: Where use dictates, select hatchback, station wagon or "mini" van/wagon which best fits passenger & cargo requirements.

RECOMMENDED EQUIPMENT BY VEHICLE ASSIGNMENT

I. ECONOMY/SPECIAL PURPOSE:

Air Conditioning (Selective)	H.D. Suspension	Body Side Molding
Automatic Transmission (Selective)	AM Radio	Power Steering
Power Brakes	Vinyl Upholstery	(Selective)

II. SALES/SERVICE:

Air Conditioning	Tinted Glass	Window, Drip
Automatic Transmission	Cloth/Vinyl Upholstery	Moldings, Where Applicable
Power Brakes	L.H. OSRV Mirror,	Door Edge Guards
Power Steering	Remote	Front/Rear Floor Mats
AM/FM Stereo	Wheel Covers	WSW Tires
Interval Wipers	Body Side Molding	Rear Defogger, Where
	Digital Clock	Required

III. MANAGERIAL, Above Plus:

Tilt Wheel	Light Package	
Cruise Control	Power Windows	
	Power Door Locks	

IV. EXECUTIVE, Above Plus

Group I:		
Power Seat-Driver	Automatic Air Conditioning	Styled Wheels
		Vinyl Roof or 2-Tone Paint
Group II: Above Plus		
Tilt-Telescope Wheel	High Level Upholstery	Power Seats—All
AM/FM Stereo Cassette	Instrumentation Package	

DART & KRAFT FINANCIAL

Mindful of cost-efficiency and the fact that base-level, high-mileage fleet units are faring poorly on the used-car market, Dart & Kraft has revised its '87 recommendation categories by eliminating Compact Class II and Subcompact Class I cars (the former included the likes of the Dodge Aries and Ford Tempo GL; the latter, Buick Skyhawk and AMC Alliance DL). A combined Subcompact/Utility category has been formed in their place. The third-ranking lessor has also established a base equipment recommendation considered necessary to assure good resale value. That recommendation is: Automatic transmission, air conditioning, AM/FM stereo, tinted glass, body side molding, power steering, power brakes, floor mats, tilt steering, left-hand remote mirror, cruise control, electric defroster, deluxe wheel covers, steel-belted whitewall tires, and recommended power train (varies by make and model).

EXECUTIVE CLASS

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Buick Electra Park Avenue	$16,829.00
Cadillac Sedan DeVille	$18,816.00
Chevrolet Caprice Classic Brougham	$13,302.00
Chrysler New Yorker	$15,610.00
Ford LTD Crown Victoria LX	$14,845.00
Mercury Grand Marquis LS	$14,912.00
Oldsmobile 98 Regency	$16,516.00

EQUIPMENT

Base equipment content plus the following options:

AM/FM Stereo Cassette	Locking Wire Wheel Covers
Electric Mirrors	Vinyl Roof
Convenience Group	Power Windows
Automatic Truck Release	6-Way Power Seat
Power Door Locks	

All purchase prices are based on estimated 1987 introduction pricing, incuding optional equipment and freight charges. (Rebate and Incentive programs are not considered in pricing.)

Recommended replacement cycling is 36 Months/ 40,000 miles.

(Note: All listing of vehicles is by alphabetic order and should not be construed as a ranking.)

FULL SIZE

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Buick LeSabre Custom	$12,614.00
Chevrolet Caprice Classic	$11,780.00
Ford Crown Victoria	$13,117.00
Oldsmobile Delta 88	$12,668.00
Pontiac Bonneville	$12,614.00

EQUIPMENT

Base equipment content plus the following options:

AM/FM Stereo Cassette	Locking Wire Wheel Covers
Dual Mirrors/LH Remote	Automatic Trunk Release
Power Door Locks	

Recommended replacement cycling is 36 Months/55,000 miles.

RECOMMENDATIONS

Dart & Kraft, *continued*

INTERMEDIATE

CLASS I

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Buick Century	$11,292.00
Chrysler LeBaron GTS	$11,251.00
Dodge 600 SE	$11,080.00
Ford Taurus LX	$12,996.00
Mercury Sable LS	$13,175.00
Oldsmobile Cutlass Ciera	$11,270.00
Pontiac 6000 LE	$11,194.00

EQUIPMENT

Base equipment content plus the following options:

AM/FM Stereo Cassette
Dual Mirrors/LH Remote
Locking Wire Wheel Covers
Automatic Truck Release
Power Door Locks

Recommended replacement cycling: 36 Months/ 55,000 miles.

INTERMEDIATE

CLASS II

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Chevrolet Celebrity	$10,116.00
Dodge Lancer	$10,510.00
Dodge 600	$10,137.00
Ford Taurus L	$10,339.00
Mercury Sable GS	$11,142.00
Plymouth Caravelle	$ 9,984.00
Pontiac 6000	$10,408.00

EQUIPMENT

Base equipment content.

Recommended replacement cycling: 36 Months/ 55,000 miles.

COMPACT

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Buick Skylark Custom	$10,772.00
Dodge Aries LE	$ 9,839.00
Ford Tempo LX	$ 9,876.00
Mercury Topaz LS	$10,641.00
Oldsmobile Calais	$10,470.00
Plymouth Reliant LE	$ 9,839.00
Pontiac Grand Am	$ 9,975.00

EQUIPMENT

Base equipment content.

Recommended replacement cycling: 36 Months/ 55,000 miles.

UTILITY CLASS

MAKE/MODEL	PROJECTED INTRODUCTION FACTORY INVOICE
Renault Alliance L	$ 7,960.00
Chevrolet Cavalier	$ 8,335.00
Dodge Omni	$ 7,889.00
Dodge Shadow	$ 8,086.00
Ford Escort L	$ 7,710.00
Mercury Lynx	$ 7,817.00
Plymouth Horizon	$ 7,885.00
Plymouth Sundance	$ 8,806.00

EQUIPMENT

Automatic Transmission
Air Conditioning
AM Radio
Floor Mats
Left Hand Remote Mirror
Power Steering
Power Brakes
Body Side Molding
Tinted Glass
Recommended Power Train

Recommended replacement cycling: 36 Months/ 60,000 miles.

GELCO

In making its recommendations, Gelco also includes figures for acquisition costs, operating costs, and resale values. The nation's largest vehicle lessor notes that '87 acquisition costs have risen by an anticipated 3 percent over April 1, 1986 prices. It further points out that its operating cost projections do not include fuel costs, and that '87 resale values are basically unchanged from '86 due to Gelco's belief that new vehicles sales will stay strong. "The result of strong new vehicle sales will be a strong dealer inventory in used vehicles without going to auctions," the lessor says, cautioning that six-cylinder, full-size automobiles will continue to be particularly weak on the used-car market. The firm is still recommending overall replacement parameters of 30 months or 50,000 miles, urging emphatically that clients set a policy to allow sales to their drivers and company employees.

LUXURY GROUP

	Acquisition Cost	Operating Cost Cent/Mile	Resale value	EPA MPG City	EPA MPG Highway
Buick Electra Park Avenue	$16,010	$.0187	$10,000	18	25
Buick Riviera	$18,155	$.0187	$11,200	19	28
* Chrysler New Yorker (Turbo)	$14,377	$.0190	$ 8,500	20	23
* Lincoln Continental (Turbo)	$21,542	$.0202	$12,000	16	23
* Lincoln Mark VII	$19,596	$.0201	$11,500	16	23
Oldsmobile Toronado	$17,779	$.0187	$11,000	19	28

* Guaranteed resale value programs were available in 1986.We believe these programs will be continued in 1987.

Gelco, *continued*

Luxury Recommended Equipment

- Eight-Cylinder Engine Where Available
- Automatic Transmission
- Power Steering
- Power Brakes
- Dual Remote Mirrors
- AM/FM Stereo Radio with Cassette
- Automatic Air Conditioning
- Tinted Glass Windows
- Power Door Locks
- Power Windows
- Power Seats
- Power Trunk Release
- Cruise Control
- Tilt Steering Wheel
- Electric Rear Window Defroster
- White Side Wall Tires
- Body Side Molding
- Front & Rear Carpeted Mats

FULL-SIZE GROUP

Buick LeSabre Custom	$12,256	$.0187	$6,400	18	24
Chevrolet Caprice Classic	$11,491	$.0201	$5,800	18	24
** Ford Crown Victoria	$12,859	$.0195	$6,400	16	23
** Mercury Grand Marquis	$13,355	$.0195	$6,500	16	23
* Pontiac Bonneville	$11,955	$.0187	$6,200	18	24
Oldsmobile Delta 88 Royale	$12,249	$.0187	$6,400	18	24

* Be aware of significant design changes for 1987.

** Guaranteed resale value programs were available in 1986. We believe these programs will be continued in 1987.

Full-Size Recommended Equipment

- Six or Eight Cylinder Engine
- Automatic Transmission
- Power Steering
- Power Brakes
- AM/FM Stereo Radio
- Dual Mirrors
- Air Conditioning
- Tinted Glass Windows
- Power Door Locks
- Power Windows
- Cruise Control
- Tilt Steering Wheel
- Electric Rear Window Defroster
- Front & Rear Mats
- White Side Wall Tires
- Body Side Moldings

SPECIALTY GROUP

Buick Regal	$11,102	$0.019	$5,400	19	24
Chevrolet Camaro	$10,380	$.0195	$5,300	22	32
Chevrolet Monte Carlo	$10,805	$.0199	$5,400	19	24
Chrysler LeBaron GTC	$11,500	$.0190	$5,500	N/A	N/A
* Dodge Daytona	$10,262	$.0180	$5,600	23	26
* Ford Thunderbird	$11,461	$.0202	$5,600	19	22
* Mercury Cougar	$11,752	$.0202	$5,700	19	22
Oldsmobile Cutlass Supreme	$11,392	$.0199	$5,400	19	24
Pontiac Firebird	$10,978	$.0195	$5,400	22	32
Pontiac Grand Prix	$10,869	$.0199	$5,300	19	24

* Guaranteed resale value programs were available in 1986. We believe these programs will be continued in 1987.

Specialty Recommended Equipment

- Four or Six-Cylinder Engine
- Automatic Transmission
- Power Steering
- Power Door Locks
- Tinted Glass Windows
- Cruise Control
- Tilt Steering Wheel

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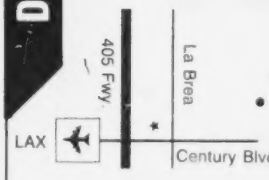

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Circle 117 on Inquiry Card

RECOMMENDATIONS

Gelco, *continued*

- Power Brakes
- AM/FM Stereo Radio
- Sport Mirrors
- Air Conditioning
- Power Windows
- Electric Rear Window Defroster
- White Side Wall Tires
- Front & Rear Mats
- Body Side Moldings

MID-SIZE GROUP

Buick Century Custom	$10,545	$.0188	$5,200	23	32
Chevrolet Celebrity	$ 9,781	$.0188	$4,800	23	32
Chrysler LeBaron GTS	$10,347	$.0190	$5,000	23	26
Dodge 600	$ 9,874	$.0181	$4,800	23	26
Dodge Lancer	$10,112	$.0180	$4,900	23	26
* Ford Taurus	$ 9,953	$.0179	$5,200	24	28
* Mercury Sable GS	$10,746	$.0179	$5,500	24	28
Oldsmobile Cutlass Ciera LS	$10,484	$.0188	$5,100	23	32
Plymouth Caravelle	$ 9,338	$.0181	$4,600	23	26
Pontiac 6000	$10,116	$.0188	$5,000	23	32

* Guaranteed resale value programs were available in 1986. We believe these programs will be continued in 1987.

Mid-Size Recommended Equipment

- Four-Cylinder Engine
- Automatic Transmission
- Power Steering
- Power Brakes
- AM/FM Stereo Radio
- Dual Mirrors
- Air Conditioning
- Tinted Glass Windows
- Cruise Control
- Tilt Steering Wheel
- Electric Rear Window Defroster
- Front & Rear mats
- White Sidewall Tires
- Body Side Moldings

FUNCTIONAL COMPACT GROUP

Buick Skylark Custom	$10,181	$.0159	$5,100	24	32
* Dodge Aries LE	$ 8,607	$.0160	$4,200	24	29
* Ford Tempo GL	$ 8,509	$.0162	$4,200	25	29
* Mercury Topaz GS	$ 8,810	$.0162	$4,350	25	29
Oldsmobile Calais	$ 9,923	$.0159	$5,000	24	32
* Plymouth Reliant Le	$ 8,607	$.0160	$4,200	24	29
Pontiac Grand AM	$ 9,531	$.0169	$5,000	24	32

* Guaranteed resale value programs were available in 1986. We believe these programs will be continued in 1987.

Functional Recommended Equipment

- Four-Cylinder Engine
- Automatic Transmission
- Power Steering
- Power Brakes
- AM/FM Stereo Radio
- Dual Mirrors
- Air Conditioning
- Tinted Glass Windows
- Electric Rear Window Defroster
- Front & Rear Mats
- Body Side Moldings

EFFICIENCY SUB-COMPACT GROUP

AMC Alliance L	$7,655	$.0159	$3,300	25	28
Chevrolet Cavalier	$8,116	$.0147	$3,700	24	31
* Dodge Shadow	$8,200	$0.153	$3,700	24	28
** Ford Escort	$7,236	$.0159	$3,200	25	30
** Mercury Lynx	$7,689	$.0159	$3,300	25	31
* Plymouth Sundance	$8,200	$.0153	$3,700	24	28

* Be aware of significant design change for 1987.

** Guaranteed resale value programs were available in 1986. We believe these programs will be continued in 1987.

Efficiency Recommended Equipment

- Four-Cylinder Engine
- Automatic Transmission
- Power Steering
- AM Radio
- Dual Mirrors
- Power Brakes
- Air Conditioning
- Tinted Glass Windows
- Electric Rear Window Defroster
- Front & Rear Mats
- Body Side Moldings

HERTZ/U.S. FLEET LEASING

After noting that selection of appropriate vehicles is the first step in controlling fleet costs, the nation's seventh-largest lessor points out two other key factors: cost, and the ultimate resale value of each vehicle. Since 60 percent of the firm's clients are in the mid-size car category — the "best business compromise between economy and roominess" — Hertz/USFL recommends that primary consideration be given to these six vehicles: Ford Taurus, Dodge Aries/Plymouth Reliant, Chevrolet Celebrity, Pontiac 6000, Mercury Sable, and Plymouth Caravelle. The lessor's other recommendations, by size categories, are:

Subcompact sedans: The only domestic sedans in this category remain the Chevrolet Chevette and Pontiac 1000.

Compact sedans: The clear leaders in this category are the Dodge Omni and Plymouth Horizon "America" models, followed by the new Dodge Shadow and Plymouth Sundance.

Specialty coupes: The most cost-effective specialty coupes are projected to be the compact Oldsmobile Calais, Pontiac Grand Am, and Buick Somerset.

Mid-size sedans: The Ford Taurus is the top-rated mid-size sedan for '87. The Dodge Aries, Plymouth Reliant, and Chevrolet Celebrity follow closely behind.

Large sedans: The RWD Chevrolet Caprice and Caprice Classic, probably going into their last year, are the clear leaders in this class. The FWD Oldsmobile Delta 88 Royale and Buick LeSabre Custom come next.

Station wagons: The Chevrolet Cavalier station wagon is the top-rated small wagon for '87; the Ford Escort and Mercury Lynx are next. The year's top-rated mid-size wagon is the Chevrolet Celebrity. It leads the Ford Taurus by a small margin. The leader in the conventional, large station wagon group is the Ford LTD Crown Victoria, followed by the Olds Custom Cruiser and Chevrolet Caprice Classic.

Personal luxury coupes: In the lessor's first formal analysis of this class of cars, the Olds Toronado Brougham appears to be the best value, by a considerable margin.

Mid-size luxury sedans: The Chrysler New Yorker, with the only four-cylinder in this class, is by the far the most cost-effective.

Large luxury sedans: The Oldsmobile 98 Regency Brougham and Buick Electra Park Avenue, with six-cylinder engines and lower price tags, appear to be the best lease values in this class.

RECOMMENDATIONS

LEND LEASE

Though the '87 model year will see few "truly new" product offerings, Lend Lease recommends that its fleet clients be aware of new federal passive restraint regulations, the impact of lower fuel prices, and changing CAFE standards. Says the country's eighth-largest lessor to its present and potential customers: "Your vehicle needs are unique and individual, and a 'one size fits all' recommendation approach ignores that fundamental fact. We sincerely welcome the opportunity to tailor a specific plan which fully addresses your situation."

McCULLAGH

Cautioning against generalization in vehicle selection because there's no such thing as a "typical fleet" or a "typical fleet vehicle," McCullagh nonetheless has used vehicle *application* to group '87 models into three functional categories: Standard, management, and executive. Within each category, the nation's fifth-largest lessor notes that a number of options still exist. "You should apply the values most important to the objective your company intends to achieve by providing the vehicle," McCullagh says. "Such values might be acquisition costs, fuel economy, passenger capacity, image, trunk space, etc." Within each of these three categories, then, the lessor has grouped vehicles according to overall comparability — how the cars line up against each other vis-a-vis overall dimensions, price, image, and the like.

STANDARD VEHICLES

These vehicles typically serve a marketing function (sales/service). Recommended Replacement: 36 months/50,000 miles. Recommended Equipment: Air Conditioning, Automatic Transmission, Body Side Mouldings, Front & Rear Guards, Power Brakes, Power Steering, AM/FM Radio, Rear Defroster, Speed Control, Steel Belted Radial Tires, Tinted Glass, Wheel Covers.

4-Door	2-Door
Standard — Class 1	
Chevrolet Caprice	
Dodge Diplomat	
Plymouth Gran Fury	
Ford LTD Crown Victoria "S"	
Standard — Class 2	
Mercury Sable GS	
Ford Taurus	
	Buick Regal
	Chevrolet Monte Carlo
	Ford Thunderbird
	Mercury Cougar
Oldsmobile Cutlass Supreme	Oldsmobile Cutlass Supreme
Oldsmobile Cutlass Ciera LS	Oldsmobile Cutlass Ciera LS
Buick Century Custom	Buick Century Custom
	Pontiac Grand Prix
Standard — Class 3	
Ford Taurus	
Pontiac 6000	Pontiac 6000
Chevrolet Celebrity	Chevrolet Celebrity
Plymouth Caravelle	
Dodge 600	
Chrysler LeBaron GTS	
Dodge Lancer	
Oldsmobile Calais	Oldsmobile Calais
Buick Skylark	Buick Somerset
Pontiac Grand Am	Pontiac Grand Am
Chrysler LeBaron	Chrysler LeBaron
Standard — Class 4	
	Ford Mustang
	Mercury Capri
Ford Tempo L	Ford Tempo
Mercury Topaz	Mercury Topaz
Dodge Aries	Dodge Aries
Plymouth Reliant	Plymouth Reliant
Buick Skyhawk	Buick Skyhawk
Chevrolet Cavalier	Chevrolet Cavalier
Oldsmobile Firenza	Oldsmobile Firenza
Pontiac Sunbird	Pontiac Sunbird
Standard — Class 5	
AMC Alliance	AMC Alliance
Chevrolet Chevette	Chevrolet Chevette
Dodge Omni	
Dodge Shadow Hatchback	Dodge Shadow Hatchback
Ford Escort	Ford Escort
Mercury Lynx	Mercury Lynx
Plymouth Horizon	
Plymouth Sundance Hatchback	Plymouth Sundance Hatchback
Pontiac 1000	Pontiac 1000
Chevrolet Nova CL #1	

MANAGEMENT VEHICLES

The vehicles in this class are recommended for functions where operating costs are balanced by other, less tangible requirements. Recommended Replacement: 24 months/45,000 miles. Recommended Equipment: Air Conditioning, Automatic Transmission, Body Side Moldings, Front & Rear Guards, Power Brakes, Power Door Locks, Power Steering, Power Windows, Rear Defroster, AM/FM Stereo, Speed Control, Steel Belted Radial Tires, Tilt Wheel, Tinted Glass, Wheel Covers.

4-Door	2-Door
Management — Class 1	
Buick LeSabre	Buick LeSabre
Chevrolet Caprice Classic	Chevrolet Caprice Classic
Ford LTD Crown Victoria	Ford LTD Crown Victoria
Oldsmobile Delta 88	Oldsmobile Delta 88
Pontiac Bonneville	
Management — Class 2	
Mercury Sable LS	Mercury Sable LS
	Buick Regal Limited
Chrysler New Yorker	
	Ford Thunderbird Elan
	Mercury Cougar LS
Oldsmobile Cutlass Supreme	Oldsmobile Cutlass Supreme
	Pontiac Grand Prix LE
	Chyrsler LeBaron Coupe

RECOMMENDATIONS

McCullagh, *continued*

Management — Class 3	
Buick Century Ltd	Buick Century Ltd
LeBaron GTS Hatchback	LeBaron GTS Hatchback
Olds Ciera Brougham	Olds Ciera Brougham
Pontiac 6000 LE	Pontiac 6000 LE
Mercury Sable GS	Mercury Sable GS

EXECUTIVE VEHICLES

Where luxury, comfort and prestige are the primary considerations, these cars are recommended. Recommended Replacement: 24 months/25,000 miles. Recommended Equipment: Air Conditioning, Dual Remote Mirrors, Power Brakes, Power Door Locks, Power Seats, Power Steering, Power Windows, Rear Defroster, Speed Control, Steel Belted Radial Tires, AM/FM Stereo, Tilt Wheel, Tinted Glass.

4-Door	2-Door
Executive — Class 1	
Cadillac Seville	
Lincoln Continental	
Cadillac Fleetwood	Cadillac Fleetwood
Cadillac Fleetwood Brougham	Cadillac Fleetwood Brougham
Executive — Class 2	
	Cadillac Eldorado
	Cadillac Mark VII
Executive — Class 3	
Cadillac Sedan Deville	Cadillac Coupe Deville
Lincoln Town Car	
Executive — Class 4	
Buick Electra	Buick Electra
Buick Electra Park Avenue	Buick Electra Park Avenue
Chrysler 5th Avenue	
Mercury Grand Marquis	Mercury Grand Marquis
Oldsmobile 98 Regency	Oldsmobile 98 Regency
Oldsmobile 98 Regency Brougham	Oldsmobile 98 Regency Brougham
Executive — Class 5	
	Buick Riviera
	Buick Riviera T Type
	Oldsmobile Toronado Brougham

PH&H

For '87, PH&H has reshaped its approach to new-model recommendations, "personalizing" the process by developing a Vehicle Preference Questionnaire that allows PH&H to recommend vehicles tailored to a company's individual fleet needs. Previously, the nation's second-largest lessor had clustered recommended fleet cars into groups exhibiting special characteristics such as "best image," "best fuel economy," etc. Explaining the need for its new approach, PH&H cites a "complex combination" of factors making across-the-board recommendations difficult, including low interest rates (which adversely affect the used-car market); rising prices traceable to the weakening dollar, and continuing cost penalties for six-cylinder cars. PH&H has, however, identified the "best (new) vehicles available for a variety of fleet applications." In alphabetical order, these vehicles are:

MODEL/MAKE	
6000 Sedan/Pontiac	Grand Am Sedan/Pontiac
6000 Wagon/Pontiac	LTD Crown Victoria S Sedan/Ford
Aerostar Van/Ford	Lancer Hatchback/Chrysler
Aries Sedan/Dodge	LeSabre Custom Sedan/Buick
Astro CS Van/Chevrolet	LeBaron GTS Hatchback/Chrysler
Beretta Coupe/Chevrolet	LeBaron GTC Coupe/Chrysler
Bonneville Sedan/Pontiac	Reliant LE Wagon/Plymouth
Calais Sedan/Oldsmobile	Reliant Sedan/Plymouth
Caprice Classic Sedan/Chevrolet	Sable GS Sedan/Mercury
Caravan SE Van/Dodge	Shadow Hatchback/Dodge
Caravelle Sedan/Plymouth	Skylark Custom Sedan/Buick
Cavalier CS Sedan/Chevrolet	Sunbird Sedan/Pontiac
Celebrity Wagon/Chevrolet	Sundance Hatchback/Plymouth
Celebrity CL Sedan/Chevrolet	Taurus L Sedan/Ford
Century Custom Sedan/Buick	Taurus L Wagon/Ford
Corsica Sedan/Chevrolet	Tempo GL Sedan/Ford
Cutlass Ciera Sedan/Oldsmobile	Topaz GS Sedan/Mercury
Delta 88 Royale Sedan/Oldsmobile	Voyager SE Van/Plymouth

WHEELS

Once again, the nation's fourth-largest lessor suggests a two-step selection process: establishing basic guidelines along which the fleet will be structured, then lining up appropriate makes, models, and accessories for the fleet category. Wheels has selected "benchmark" vehicles for each of its five basic categories, cautioning, however, than any benchmark selections should be based on a client's *specific* needs. Prices are estimated on dealer-invoice and are based on four-door models (except where only two-door models are available).

LEVEL 1

Special Fleet for Low Annual Mileage/Urban Application

PRIORITY: Low Cost
BENCHMARK: Ford Escort L.

FORD ESCORT L	$ 7975
DODGE OMNI	$ 5898
PLYMOUTH HORIZON	$ 5898
MERCURY LYNX CS	$ 8111

Wheels, *continued*

UPGRADES

FORD ESCORT LX	$ 8420
DODGE SHADOW	$ 8500
PLYMOUTH SUNDANCE	$ 8500
FORD MUSTANG LX*	$ 8545
CHEVROLET NOVA	$ 8677
DODGE DAYTONA*	$10062
CHEVROLET CAMARO*	$10303
PONTIAC FIREBIRD*	$11027

Basic Equipment: 4-Cyl. Engine, Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Molding, Full Wheel Covers, Left Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, Whitewall Tires.

Optional Equipment: Rear Defroster, Tilt Wheel.

* Available as a 2-Door only

LEVEL 2

Basic Fleet for Standard Applications

PRIORITY: Low Cost
BENCHMARK: Chevrolet Cavalier CS

CHEVROLET CAVALIER CS	$ 8811
PONTIAC SUNBIRD	$ 9000
FORD TEMPO GL	$ 9205
DODGE ARIES LE	$ 9295
PLYMOUTH RELIANT LE	$ 9295
MERCURY TOPAZ GS	$ 9333

UPGRADES

BUICK SKYHAWK CUSTOM	$ 9466
OLDSMOBILE FIRENZA	$ 9471
FORD TEMPO LX	$ 9834
PONTIAC GRAND AM	$ 9911
OLDSMOBILE CALAIS	$10406
CHRYSLER LE BARON	$10500
MERCURY TOPAZ LS	$10511
BUICK SKYLARK	$10679

Basic Equipment: 4-Cyl. Engine, Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Molding, Full Wheel Covers, Left Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, Whitewall Tires.

Optional Equipment: Cruise Control, Power Door Locks, Rear Defroster, Tilt Wheel.

LEVEL 3

Basic Fleet for Standard Applications

PRIORITY: Reasonable Cost and Driver Acceptance.
BENCHMARK: Chevrolet Celebrity

CHEVROLET CELEBRITY	$10045
PLYMOUTH CARAVELLE SE	$10259
FORD TAURUS L	$10264
PONTIAC 6000	$10342
DODGE LANCER	$10364
DODGE 600 SE	$10457

UPGRADES

CHRYSLER LE BARON GTS	$10664
PONTIAC 6000 LE	$10770
OLDSMOBILE CIERA	$10812
BUICK CENTURY CUSTOM	$10842
MERCURY SABLE GS	$11079

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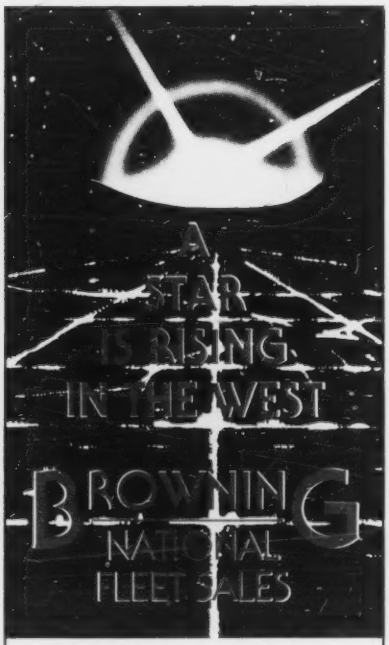

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Dodge

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RECOMMENDATIONS

Wheels, *continued*

Basic Equipment: 4-Cyl. Engine (or 6-Cyl. If Base), AM/FM Stereo, Air Conditioning, Automatic Transmission, Body Side Molding, Full Wheel Covers, Left Hand Remote Mirror, Power Brakes, Power Steering, Tinted Glass, Whitewall Tires.

Optional Equipment: Cruise Control, Dual Remote Mirrors, Light Group, Power Door Locks, Power Seat, Power Windows, Rear Defroster, Split Front Seat, Tilt Steering Wheel.

LEVEL 4

Basic Fleet for Standard Applications

PRIORITY: Driver Acceptance and Image
BENCHMARK: Oldsmobile Cutlass Supreme Brougham

OLDSMOBILE CUTLASS SUPREME BROUGHAM	$12183
PONTIAC GRAND PRIX LE *	$11705
FORD THUNDERBIRD *	$11712
FORD TAURUS GL	$11731
MERCURY SABLE GS	$11831
MERCURY COUGAR GS *	$11970
DODGE DIPLOMAT SE	$11973
BUICK REGAL LIMITED *	$12033

UPGRADES

CHEVROLET CAPRICE CLASSIC	$12240
PONTIAC BONNEVILLE	$12252
BUICK LE SABRE CUSTOM	$12554
OLDSMOBILE DELTA 88	$12557
FORD CROWN VICTORIA	$13083
CHRYSLER NEW YORKER	$13830
MERCURY GRAND MARQUIS	$13903

Basic Equipment: 6-Cyl. Engine (Or 8-Cyl. If Base), Air Conditioning, AM/FM Stereo, Automatic Transmission, Body Side Molding, Cruise Control, Left Hand Remote Mirror, Light Group, Power Brakes, Power Steering, Rear Defroster, Tinted Glass, Whitewall Tires.

Optional Equipment: Dual Remote Mirrors, Heavy Duty Suspension, Power Door Locks, Power Seat, Power Windows, Premium Wheel Covers, Small 8-Cyl. Engine and Overdrive Transmission (included in Caprice, Crown Victoria, & Grand Marquis), Split Front Seat, Tilt Steering Wheel.

* Available as a 2-Door only

LEVEL 5

Special Fleet for Executive Applications

PRIORITY: Driver Image and Prestige
BENCHMARK: Buick Park Avenue

BUICK PARK AVENUE	$17105
OLDSMOBILE DELTA 88 BROUGHAM	$12348
BUICK LE SABRE LIMITED	$12689
MERCURY GRAND MARQUIS LS	$15272
CHRYSLER FIFTH AVENUE	$15555
OLDSMOBILE 98 REGENCY BROUGHAM	$17018

UPGRADES

OLDSMOBILE TORONADO BROUGHAM *	$19167
BUICK RIVIERA *	$19648
LINCOLN TOWN CAR	$20056
CADILLAC DE VILLE	$20210
CADILLAC FLEETWOOD BROUGHAM	$20971
LINCOLN MARK VII *	$21329
CADILLAC FLEETWOOD	$23292
LINCOLN CONTINENTAL	$23367
CADILLAC ELDORADO *	$23386
CADILLAC SEVILLE	$25694

Basic Equipment: 6-Cyl. or 8-Cyl. Engine, Air Conditioning, AM/FM Stereo/Tape, Automatic Transmission, Body Side Molding, Bumper Guards, Cruise Control, Dual Power Seats, Dual Remote Mirrors, Light & Accessory Groups, Power Antenna, Power Brakes, Power Locks, Power Steering, Power Trunk, Power Windows, Premium Wheels Covers, Rear Defroster, Split Front Seat, Tilt Steering Wheel, Tinted Glass, Whitewall Tires.

* Available as a 2-Door only

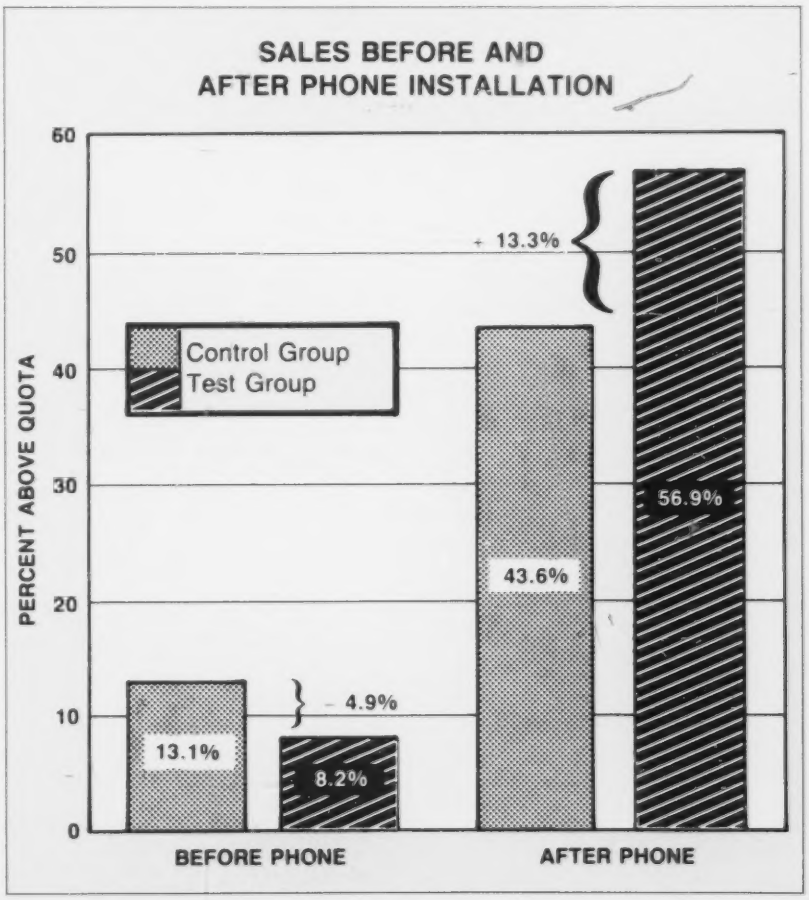
Is there a direct relationship between the use of cellular car telephones and the effectiveness of company salespeople? That was the subject of an independent, seven-month long study that's just been released.

Sales Productivity and Cellular Phones

Since the first network was made available in Chicago three years ago, cellular telecommunications systems have now been installed in no fewer than 100 metropolitan markets, where they currently serve more than a quarter of a million U.S. businesspeople. Despite such growth, acceptance of this advanced technology has been far from unqualified. Citing slackened demand, for example, daily-rental leaders Hertz and Avis slashed the number of phone-equipped cars in their fleets not long ago. And a recent nationwide marketing survey showed that more than half of 300 salespeople still consider cellular phones luxuries or perks rather than sales tools.

That perception could begin to change, however, with the release of a new, independent study showing that "cellular phones dramatically enhance sales-force productivity, and substantially increase sales revenues of American business." Commissioned by AT&T, the controlled study followed two groups of sales representatives — one provided with cellular telephones, the other without the phones. At the end of a seven-month trial period, revenues generated by sales representatives with phones exceeded the performance of their counterparts by 9 percent, or $50,000 in total sales.

By all accounts, an important advantage of cellular phones is their ability to capitalize on a salesperson's unproductive driving time. The time spent driving to and from meetings is necessary to facilitate face-to-face contact with potential clients, of course. But without benefit of a cellular phone, driving time is unproductive because the salesperson is out of touch with clients as well as the office. Depending on the amount of time spent driving, a significant portion of a salesperson's salary may be dedicat-



ed to such unproductive time behind the wheel of a car.

The value of cellular phones to firms with large sales forces can best be understood by first calculating the total cost of a typical sales professional. A mid-level salesperson, who is paid a salary of $40,000 per year, is actually worth approximately $125,000 to his company in salary, fringe benefits, overhead, company-reimbursed business expenses, and employee contribution to profit. To ascertain the cost of unproductive driving time, sales personnel in the independent study were asked to keep a daily log of all their work-related activities for one five-day work week. On average, it was found that these salespeople spent 6.7 hours per week on the road. Based on typical company expenditures for such salespeople, the cost of this unproductive drive time would be $21,000 per year.

An evaluation of cellular phone impact on the productivity of sales personnel found three major areas where such phones served to improve productivity. First, by using the phones an average of 14 minutes per day, salespeople were able to convert one hour and ten minutes per week of unproductive drive time into productive work time. Second, by using the phones to verify appointments, salespeople were able to avoid wasting time traveling to and from meetings that were cancelled or rescheduled at the last minute. Finally, without a car phone, sales personnel often must rely on roadside pay phones. But it's estimated that the average time required to locate a phone, wait for it to become free, and return to the highway, is about 20 minutes. If a salesperson makes only one such trip per day, the total travel time wasted is about one hour and 40 minutes per week. Such wasted time would be eliminated if the salesperson's car were equipped with a cellular phone.

Considering these three areas, access to a mobile phone can eliminate 183 hours per year of unproductive work time per sales representative. At an average usage rate of 14 minutes per day, then, overall potential productivity savings associated with cellular phones is about $11,400 per sales employee per year — or an average of $950 per month per salesperson.

By allowing sales professionals to spend more time on productive work activities, the study found, cellular phones can contribute to achievement of a sales organization's primary objective: selling the firm's products and services to potential clients. The impact of increasing the salesperson's productive workday on actual sales performance was determined in the study by analyzing

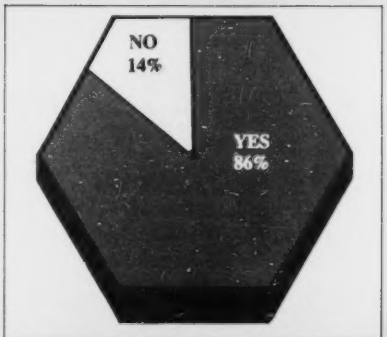
Polling The Users Of Cellular Phones

While 86 percent of users believe their productivity has increased since acquiring cellular phones, only 66 percent think productivity has increased as much as they thought it would.

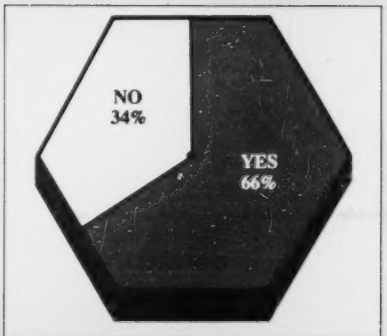
That was a key finding of the first comprehensive, industry-wide survey of subscribers from a number of wireline and non-wireline cellular systems. The survey was conducted recently by *Cellular Marketing* magazine.

Assessing responses from nearly 1,000 cellular users — most 30 to 40 years old, their annual incomes ranging from $30,000 to $100,000 — the survey also found that:

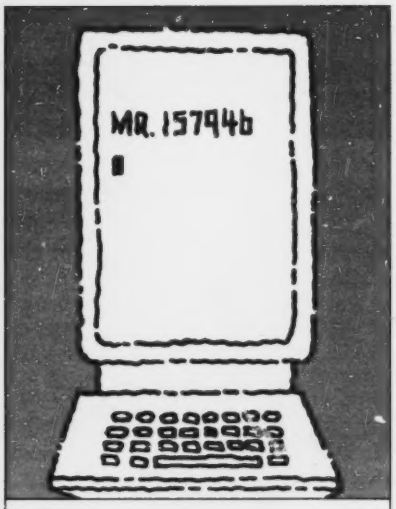
- Sixty-five percent of the respondents have been cellular subscribers for less than one year; 34 percent have been using cellular phones for one to two years, and approximately one percent have subscribed for more than two years.
- A significant number — 76 percent — purchased their phones; only 24 percent leased. Cellular system operators were the most popular source of acquisition (56 percent); two-way radio dealers came in second at 19 percent.
- Asked to rate overall quality of their cellular phone, 28 percent of respondents said quality was excellent; 49 percent said it was good; 18 percent said fair, and 5 percent thought it was poor.
- Asked if their unit had required servicing, 53 percent said yes, while 47 percent answered negatively. Seventy-seven percent thought the quality of the servicing was either excellent or good; 15 percent rated it fair, and 8 percent found it poor.



Has your productivity increased since aquiring the phone?



Has your productivity increased as much as you thought it would?



Does your lessor think he is a computer?

When you call, do you get a recording? "All lines are busy, do not hang up, you will be helped by the next available operator."

Or, is your order delayed or even rejected because you failed to complete form 116-A or line 2-F completely?

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CELLULAR

sales data for the two groups of sales representatives — the first provided with cellular phones during the trial period, the second group without the phones. Members of both groups worked the same regions, sold the same products, and had similar levels of sales experience.

During the seven-month trial period, it was found that sales of the group with phones were significantly higher than sales generated by their counterparts. Overall, revenues generated by the group of salespeople with phones surpassed the group without phones by over 9 percent during the study period. The actual value of the additional sales was many times larger than the $11,400 worth of productivity gains projected for each sales representative.

In assessing the impact of cellular phones on performance, the sales representatives participating in the study found that the phones enhanced their ability to respond quickly to client requests and promoted a professional image. Prior to installation, it could take hours or even an entire day before a sales rep was notified of — and responded to — a client's call received by the office secretary. Phone "tag" between the salesperson and their peers (clients, installation/service personnel, office management) was virtually eliminated with the use of cellular phones. By allowing for more efficient use of their office time to produce necessary paperwork rather than making phone calls, trial participants could spend more time with customers in the field.

"My sales are up because I am free to make more customer visits," affirmed one participant in the study. "The cellular phone allows me to leave the office without worrying about having to wait for customer call-backs."

"Extremely useful in returning calls while on the road," concluded another participant. "Also saves time by letting customers know if you will be early or late for appointments..." AF

INDUSTR CALENDA FOR 198

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Here's one 1987 calend you'll want to save the whole model year lists industry events cluding trade show maintenance meetin association convention along with import anniversary dates for entire year. It has own binding, can easily removed from magazine and is suita for wall hangi

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Fleet Car Registrations

'86 vs. '85 Model Year: The First Six Months

MODEL	1985 Model Year Total	1985 1st 6 Mos MYTD	1986 1st 6 Mos MYTD
SUBCOMPACT			
Alliance	20,857	17,277	7,639
Caprice	1,867	1,114	1,217
Cavalier	66,460	35,227	44,025
Charger	2,453	1,438	1,207
Chevette	23,445	11,501	16,828
Colt	8,051	5,190	7,846
Encore	8,233	7,239	402
Escort	63,241	37,962	37,225
EXP	2,518	1,587	56
Fiero	8,870	2,462	5,059
Firenza	8,359	3,845	4,184
Horizon	11,338	7,315	8,091
Lynx	15,892	8,573	8,404
Mustang	26,068	14,461	15,324
Nova	1,753		9,584
Omni	9,246	5,921	6,674
Skyhawk	9,233	3,022	5,616
Sunbird	16,011	7,260	9,009
T-1000	4,677	1,[illegible]	3,530
Turismo	2,406	[illegible]	1,470
Total Subcompact	310,978	175,559	193,425
COMPACT			
Aries	35,766	21,636	19,130
Calais	17,101	7,092	14,152
Camaro	28,946	12,644	14,838
Citation	21,688	12,703	447
Conquest/Vista	1,971	891	1,642
Daytona	2,825	1,606	1,519
Eagle	2,652	1,382	1,282
Firebird	12,765	5,031	7,395
Golf	5,764	1,974	3,611
Grand Am	18,063	5,801	26,095
Lancer	9,126	4,245	7,013
LeBaron GTS	9,573	3,731	8,503
Laser	3,313	1,863	1,420
Omega	182	182	0
Phoenix	269	269	0
Reliant	43,685	23,325	22,834
Skylark	26,281	15,197	350
Somerset Regal	11,490	3,915	9,168
Tempo	73,069	46,490	32,536
Topaz	19,326	13,523	6,303
Total Compact	343,855	182,445	178,241

MODEL	1985 Model Year Total	1985 1st 6 Mos MYTD	1986 1st 6 Mos MYTD
INTERMEDIATE			
600	12,319	8,358	8,270
6000	43,402	19,546	30,118
Bonneville	14,814	7,931	5,225
Caravelle	10,202	6,964	7,174
Celebrity	107,244	50,416	70,249
Century	45,767	24,817	23,865
Cougar	23,841	11,940	10,405
Cutlass Ciera	67,092	29,609	38,106
Cutlass Supreme	48,359	25,734	17,969
"E" Class/NY	4,688	1,537	2,452
Grand Prix	9,968	5,417	3,477
LeBaron	11,362	7,389	6,380
LTD	87,133	42,733	18,739
Marquis	21,998	14,915	9,076
Monte Carlo	14,871	7,525	1,319
Regal	25,218	14,871	8,647
Sable	0	0	5,178
Taurus	0	0	10,461
Thunderbird	40,014	20,447	17,512
Total Intermediate	588,292	301,153	299,625
STANDARD			
Delta 88	27,781	17,[illegible]	9,019
Diplomat	16,707	10,[illegible]	5,026
Fifth Avenue	18,273	11,[illegible]	10,131
Gran Fury	8,616	5,[illegible]	2,057
Grand Marquis	13,659	8,[illegible]	5,247
Impala/Caprice	52,899	29,[illegible]	29,325
LeSabre	16,468	9,[illegible]	9,941
Crown Victoria	45,159	25,[illegible]	19,040
Parisienne	5,669	3,[illegible]	1,416
Total Standard	205,231	103,420	91,232
LUXURY			
Cimarron	1,696	1,[illegible]	564
Continental	6,691	3,[illegible]	1,337
Corvette	6,234	3,[illegible]	3,972
DeVille	18,037	9,[illegible]	17,756
Eldorado	8,955	4,[illegible]	2,218
Electra	11,339	6,[illegible]	16,390
Fleetwood	8,714	4,[illegible]	2,603
Mark VII	4,793	1,[illegible]	1,335
Merkur XR4Ti	1,963	1,[illegible]	211
98 Regency	16,072	9,[illegible]	29,440
Riviera	9,546	6,[illegible]	1,413
Seville	4,544	2,[illegible]	1,282
Toronado	4,191	1,[illegible]	969
Town Car	44,495	26,[illegible]	25,662
Total Luxury	147,270	75,691	105,461
Total Domestic	1,595,626	838,268	867,984

According to a new study by NAFA, the cost of running fleet vehicles is on a downward trend. The main reasons: lower prices for fuel, oil, and tires, and a decrease in lease-company service charges.

Net Expenses Continue to Decline

Ninety-four fleets, responsible for 105,845 vehicles, responded to NAFA's 1985 Operating Expense Survey. The survey polls fleets regarding operating, standing, and incidental expenses incurred from the daily operation of their vehicles.

Survey data is broken down into five categories: compact cars, mid-size cars, large cars, composite statistics, and Canadian fleet expenses.

The results are based on NAFA's Recommended Classification of Automobile Expenses, which is:

Operating Expenses: All costs directly related to running a vehicle — fuel, oil, tires, and tire repair, and normal maintenance. These costs are computed in cents per mile per car.

Incidental Expenses: Costs of licenses and taxes, accident repairs (minus recoveries), parking and tolls, and washing.

Standing Expenses: Interest paid on company-owned vehicles, leasing service charges, depreciation reserve, insurance, and reconditioning costs. Deducted from this total are any depreciation adjustments that must be made after a vehicle is sold.

Net Expenses: Total of incidental and standing expenses minus any personal use or extra equipment charges.

The survey used the following definitions for vehicle classification:

Compact cars: vehicles with a wheelbase between 100 and 104 inches and a curb weight between 2,200 pounds and 2,599 pounds.

Mid-size cars: vehicles with a wheelbase between 105 and 108 inches and a curb weight between 2,600 and 3,199 pounds.

Large cars: vehicles with a wheelbase greater than 108 inches and a curb weight greater than 3,200 pounds.

Compact Cars

Eight fleets, responsible for 5,196 compact cars, responded to the survey. They had a total of 6,039 vehicles in their fleets.

Seventy-five percent of the cars in this category are leased; 21 percent are company-owned, and four percent are employee-owned. Eight-three percent of the cars have four-cylinder engines; 16 percent have six-cylinder engines, and one percent have eight-cylinder engines.

These cars are driven an average of 2,198 miles a month, with 1,868 miles being for business and 330 miles for personal use. They are kept in service an average of 29.25 months or approximately 64,300 miles.

Half the responding fleets use a 50-month depreciation period for these cars. Two use 36 months; one uses 48 months, and one uses 50,000 miles.

Ninety-five percent (4,936) of the compact cars have air conditioning, automatic transmissions, power steering, and power brakes.

Operating expenses: Average fuel cost per mile per car in this category was 4.75 cents. Oil cost an average of .21 cents per mile per car. Tires and tire repair cost an average of 0.99 cents per mile per car. Maintenance and repair cost an average of 1.49 cents per mile per car. Total operating expenses for compact cars averaged 7.44 cents per mile per car, up from last year's 7.08 cents figure

Incidental expenses: Licenses and taxes cost an average of $11.97 per car per month. Accident repairs minus recoveries averaged $7.57 per car per month. Washing averaged $6.91; parking and tolls $5.09, and miscellaneous incidental expenses nine cents. This totals an average monthly incidental expense cost of $31.63 per car.

Standing expenses: Interest paid on company-owned cars average three cents per car per month. Leasing company service charges averaged $67.75 per car per month; depreciation reserve $180.26; depreciation adjustment $5.53; reconditioning $2.00, and insurance $25.82. This totals an average monthly standing expense of $270.83 per car per month.

Net expenses: With average incidental expenses of $31.63, average standing expenses of $270.83, and average credits of $35.07, the average net expense for each vehicle in the compact car category is $267.39.

Mid-Size Cars

Eighteen fleets, responsible for 9,371 mid-size cars, responded to the survey. The respondents had a total of 21,339 vehicles in their fleets.

Ninety-five percent of the cars in this category are leased; three percent are company-owned, and two percent are employee-owned. Fifty-six percent of these cars have four-cylinder engines; 38 percent have six-cylinder engines, and six percent have eight-cylinder engines.

These cars are driven an average of 2,053 miles a month with 1,740 miles being for business and 313 miles for personal use. They are kept in service an average of 25 months or approximately 50,000 miles.

Five fleets use a 50-month depreciation period for their vehicles. Four use 45 months; three use 44 months; three use 36 months; one uses 40 months, and one uses 24 months.

All of the cars in this category are equipped with air conditioning, automatic transmission, power steering, and power brakes.

Operating expenses: Average fuel cost per mile per car in the mid-size car category was 5.65 cents. Oil cost an average of .15 cents per mile per car; tires and tire repair .32 cents, and maintenance and repairs, 1.78 cents. Thus, total operating costs for mid-size cars was 7.90 cents per mile per car. This is a decrease from last year's total of 8.37 cents.

Incidental expenses: Licenses and taxes cost an average of $15.80 per car per month. Accident repairs minus any recoveries averaged $14.08 per car per month; washing $5.88; parking and tolls $15.82, and miscellaneous incidental expenses $4.71. This totals an average month-

Used Sales Drop While Costs Rise

The nation's motorists in 1985 bought some 15,931,000 used cars, each averaging 4.59 years old, having run 45,270 miles, and costing $5,431, according to a new study released by the Hertz Corp. The figures compare with 16,805,000 sold in '84, averaging 4.5 years, with 45,439 miles and costing $5,406. By contrast, a typical unit in 1979 was just 2.86 years old, had 29,090 miles, and cost $3,602.

Last year's used-car sales were down 5.2 percent from '84, average age of units sold in '85 was about 2 percent (or five weeks) more, mileage was 0.4 percent lower, and purchase price was ahead one-half percent. Overall used-car revenues slumped 4.7 percent to $86.5 billion from $90.8 billion the previous year.

Typical ownership and operating costs for used autos bought last year rose 7.9 percent to 25.07 cents a mile, from 23.22 cents in '84 for a five-year-old compact to be driven five more years at 10,000 miles annually, Hertz' new survey found. By contrast, a typical *new* '85 compact cost 47.64 cents to own and run the same mileage, up 4.3 percent from 45.67 cents in '84 (see "New Car Ownership & Operating Outlays Climb," April '86 *Automotive Fleet*).

The 1985 *new* car sales totaled 10,888,608 units at an estimated aggregate $110.7 billion against 10,118,000 vehicles aggregating $97.8 billion in '84. The average 1985 new car purchase price was $10,166, 87 percent above the typical $5,431 used-car outlay last year.

Annual sales of both new and used cars are a fraction of the 128,660,000 autos now on U.S. roads, Hertz said. Each car has about three owners during its lifetime. Some 45 percent of cars are still on the road 10 years after they're built, but by age 15 only 5 percent remain.

The '85 poll shows direct purchases accounting for 51 percent of all used cars sold — 29 percent from relatives, neighbors, friends, or business associates, 22 percent from strangers. New car dealers' used-car lots account for 37 percent of sales and independent used-car-only outlets, 12 percent.

Respondents to the Hertz poll said used units bought from new car dealers in '85 were younger than average (2.47 years old), had less mileage (32,530) but were costlier ($7,221). Those purchased from used car dealers averaged 4.98 years old, had run 45,873 miles, and cost $5,997. Direct buys from strangers averaged 5.93 years old, had run 53,132 miles, and cost $4,276, while buys from known individuals were 6.8 years old, had run 57,376 miles, but cost just $3,736.

Depending on vehicle age and mileage, typical 1985 purchase prices of "prior owned" compact models ranged from 21 percent less expensive for a year-old auto to 95 percent cheaper for a nine-year-old, compared to a new compact. Savings on owning and running them ran from 20 percent to 57 percent.

The Hertz figures are based on nationwide sample polls of used car buyers — from 1979 to 1985 — on surveys of retail buyers of its own rental and lease vehicles, annual sample polls of U.S. commuter, pleasure, and business travel, plus projections of industry and government statistics.

ly incidental cost of $56.29 per car.

Standing expenses: No companies reported paying interest on company-owned cars. Leasing company service charges averaged $82.62 per car per month; depreciation reserve $184.62 per car per month; depreciation adjustments $15.31; reconditioning $2.72, and insurance $31.70. Total standing expenses for mid-size cars were, therefore, $286.35.

Net expenses: With average incidental costs of $56.29, average standing costs of $286.35, and average credits of $36.95, the average net expense for each vehicle in the mid-size car category is $305.69.

Large Cars

Seven fleets, responsible for 904 large cars, responded to the survey. The respondents had a total of 3,818 vehicles in their fleets.

Sixty percent of the cars in this category are company-owned. Thirty-nine percent are leased and one percent are employee-owned. Seventy-one percent have six-cylinder engines; 16 percent have four-cylinder engines, and 13 percent have eight-cylinder engines.

These cars are driven an average of 1,874 miles each month with 1,451 miles being for business and 423 for personal use. They are kept in service an average of 40 months or 67,750 miles.

Four fleets use a 36-month depreciation schedule; two use 50 months, and one uses 60 months.

Ninety-seven percent of the large cars have air conditioning and automatic transmissions and 99 percent have power steering and power brakes.

Operating expenses: Average fuel cost per mile per car in this category was 7.42 cents. Oil cost an average of 0.37 cents per mile per car; tires and tire repair 1.01 cents, and maintenance and repair 6.63 cents. Thus, total operating expenses for large cars were 15.43 cents per mile per car.

Incidental expenses: Licenses and taxes averaged $16.00 per car per month. Accident repairs minus any recoveries averaged $4.16; washing $6.36; parking and tolls $20.75, and miscellaneous incidental expenses $4.00. This totals an average monthly incidental cost of $51.27.

Standing expenses: No fleets reported paying any interest on company-owned vehicles. Average leasing company service charge was $121.00 per car per month. Depreciation reserve averaged $231.08; depreciation adjustment, $4.00, and insurance $40.00. Thus, total standing expenses averaged $388.08.

Net expenses: With average incidental expenses of $51.27, average standing expenses of $388.08, and average credits of $185.00 per car per month, the large fleet category has an average net expense that totals out to $245.35 per month.

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Composite Statistics

The composite statistic category consists of those respondents who did not give numbers for a certain car class, but, rather, gave total fleet expenses.

Thirty-nine fleets, responsible for 51,595 compact, mid-size, and large vehicles, responded to the survey. Forty-nine percent of these cars are leased; 45 percent are company-owned, and six percent are employee-owned.

Fifty-five percent of these cars have four-cylinder engines. Forty percent have six-cylinder engines, and five percent have eight-cylinder engines.

These cars are driven an average of 2,233 miles a month with 1,878 being for business and 355 for personal use. They are kept in service an average of 29 months or 57,000 miles.

Nineteen fleets use a depreciation schedule of 50 months. Fifteen use 36 months; three use 48 months, and two use 60 months.

Ninety-two percent of these cars have air conditioning. Ninety percent have automatic transmissions; 92 percent have power steering, and 93 percent have power brakes.

Operating expenses: Average fuel cost per mile per car in this category was 6.56 cents. Oil cost an average of 0.36 cents per mile per car; tires and tire repair 0.48 cents, and maintenance and repairs 1.92 cents. Thus, total operating expenses were 9.32 cents per mile per car. This is an increase of 1.69 cents over last year's 7.63 cents per mile per car.

Incidental expenses: Licenses and taxes cost an average of $16.69 per car per month. Accident repairs minus any recoveries averaged $11.59; washing $5.55; parking and tolls $19.10, and miscellaneous incidental expenses $11.40. Total incidental expenses are, therefore, $64.33, an increase of $29.01 from last year. The largest increases were in parking and tolls, which more than doubled from last year's $7.46 figure, and miscellaneous expenses, which more than tripled from its previous $3.25.

Standing expenses: Interest on company-owned vehicles averaged $20.00 per car per month. Leasing company service charges averaged $46.25; depreciation reserve $117.60; depreciation adjustment $35.00; reconditioning $5.00, and insurance $32.03. This totals an average standing expense of $185.88.

Net expenses: With average monthly per car incidental expenses of $64.33, average standing expenses of $185.88, and average credits of $51.99, the average net expense of each vehicle in this category is $198.22 per month. AF

Compact Cars Operating Expense Comparison (Cents Per Mile) 1983-1985

	1983	1984	1985
Fuel	$.0517	$.0528	$.0475
Oil	.0017	.0014	.0021
Tire & Tire Repair	.0035	.0045	.0099
Repair & Maintenance	.0126	.0121	.0149
Total Operating Expenses	**$.0695**	**$.0708**	**$.0744**

Mid-Size Cars Operating Expense Comparison (Cents Per Mile) 1983-1985

	1983	1984	1985
Fuel	$.0616	$.0614	$.0565
Oil	.0016	.0018	.0015
Tires & Tire Repair	.0064	.0043	.0032
Repair & maintenance	.0169	.0162	.0178
Total Operating Expenses	**$.0865**	**$.0837**	**$.0790**

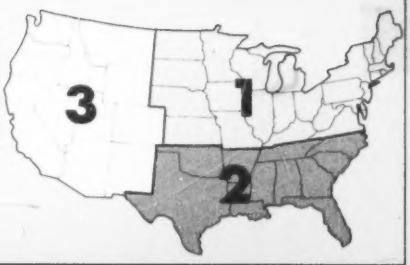
Large Cars Operating Expense Comparison (Cents Per Mile) (1984-1985)

	1984	1985
Fuel	$ *	$.0742
Oil	*	.0037
Tires & Tire Repair	*	.0101
Repair & Maintenance	*	.0663
Total Operating Expenses	**$.0935**	**$.1543**

* Only total figure given last year — not broken down.

USED CARS

The following are average car prices ending July 9, 1986. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.



Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 AMC ALLIANCE			
Sdn 4 Dr L Series	2733	2761	2679
83 AMC CONCORD			
Sdn	2992	3022	2932
Sta Wgn	3160	3191	3096
83 BUICK SKYLARK			
Sdn Custom	3501	3537	3432
82 BUICK SKYLARK			
Sdn	2586	2884	2786
83 BUICK REGAL			
Sdn	4924	4973	4824
Cpe	5064	5115	4963
82 BUICK REGAL			
Turbo Cpe	4466	4511	4377
Cpe	4323	4366	4237
83 BUICK CENTURY			
Sdn Custom	4828	4876	4731
82 BUICK CENTURY			
Sdn Custom	4096	4137	4015
83 CADILLAC			
Cpe DeVille	8111	8192	7949
Sdn DeVille	8063	8146	7903
82 CADILLAC			
Cpe DeVille	6021	6623	6427
Sdn DeVille	6514	6579	6384
83 CHEVY			
Chvt Htchbk 4 Dr	2226	2247	2181
Camaro Cpe 8	5485	5541	5377
82 CHEVY			
Chvt Htchbk 4 Dr	1743	1760	1710
Camaro Cpe 8	4753	4801	4659
83 CHEVY CELEBRITY			
Sdn	4312	4355	4226
82 CHEVY CELEBRITY			
Sdn	3546	3582	3476
83 CHEVY CAVALIER			
Sdn	3530	3566	3459
82 CHEVY CAVALIER			
Sdn	2650	2676	2598
83 CHEVY CITATION			
Cpe 6	2697	2724	2643
82 CHEVY CITATION			
Cpe 6	2088	2109	2175
83 CHEVY MALIBU			
Clas Sdn	4009	4048	3928
Clas Sta Wgn	4174	4215	4091
82 CHEVY MALIBU			
Clas Sdn	3350	3383	3283
Clas Sta Wgn	3496	3533	3428
83 CHEVY MONTE CARLO			
Cpe	5123	5174	5020
82 CHEVY MONTE CARLO			
Cpe	4194	4235	4110
83 CHEVY IMPALA			
Sdn	4485	4530	4396
82 CHEVY IMPALA			
Sdn	3531	3567	3460
Wgn 9	3671	3708	3598
83 CHEVY CAPRICE			
Sdn	5100	5152	4999
Sta Wgn	5277	5330	5172
83 CHRYSLER			
E-Class Sdn	4235	4277	4152
82 CHRYSLER			
New Yorker Sdn	5099	5151	4998
83 DODGE OMNI			
4 Dr Cust	2545	2571	2493
82 DODGE OMNI			
4 Dr Cust	1915	1934	1871
83 DODGE ARIES			
Cpe	2917	2946	2859
82 DODGE ARIES			
Sdn	2231	2254	2188
83 DODGE DIPLOMAT			
Sln Sdn	3517	3553	3447
82 DODGE DIPLOMAT			
Sln Sdn	2825	2853	2768
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	2667	2692	2613
82 FORD FAIRMONT			
Futura Sdn 4 Dr	2400	2423	2351
83 FORD MUSTANG			
L-Cpe 4	3613	3649	3540
82 FORD MUSTANG			
L-Cpe 4	2861	2889	2804
83 FORD LTD			
Sdn	3488	3523	3419
82 FORD LTD			
Sdn	3598	3634	3525
83 FORD ESCORT			
Htchbk 4 Dr	2521	2548	2471
83 FORD CROWN VIC			
Sdn	5716	5773	5602
82 FORD CROWN VIC			
Sdn	4258	4302	4174
83 FORD THUNDERBIRD			
Cpe	5330	5386	5226
82 FORD THUNDERBIRD			
Cpe	4073	4113	3993
83 LINCOLN CONTINENTAL			
Sdn	10259	10363	10054
Mark VI Cpe	10439	10544	10230
82 LINCOLN CONTINENTAL			
Sdn	8178	8259	8015
Mark VI Cpe	8428	8513	8260
83 MERCURY COUGAR			
Cpe	5426	5479	5317
82 MERCURY COUGAR			
GS Cpe	2919	2948	2860
83 MERCURY LYNX			
HtchBk 2-Dr	2485	2510	2435
83 MERCURY MARQUIS			
Sdn	3529	3564	3459
82 MERCURY MARQUIS			
Sdn	3871	3909	3794
Wgn-2S	3993	4033	3912
83 OLDS CIERA LS			
Cpe	4760	4808	4666
Sdn	4819	4868	4722
83 OLDS CUTLASS SUPREME			
Cpe	5359	5413	5252
Sdn	5210	5260	5105
82 OLDS CUTLASS SUPREME			
Sdn	4382	4426	4294
Cpe	4552	4598	4461
83 OLDS DELTA 88			
Sdn	5046	5097	4945
82 OLDS DELTA 88			
Sdn	3793	3830	3717
83 OLDS DELTA 98			
Sdn	6961	7031	6821
82 OLDS DELTA 98			
Sdn	5603	5660	5490
83 OLDS OMEGA			
Sdn	3501	3537	3432
82 OLDS OMEGA			
Sdn	2856	2884	2798
83 OLDS FIRENZA			
Sdn	3857	3896	3781
82 OLDS FIRENZA			
Sdn	3138	3169	3074
83 PLYMOUTH HORIZON			
4 Dr Htchbk	2477	2501	2426
83 PLYMOUTH RELIANT			
Cpe	2926	2956	2867
82 PLYMOUTH RELIANT			
Cpe	2224	2246	2180
83 PONTIAC FIREBIRD			
Cpe 8	5515	5570	5405
83 PONTIAC 6000			
Cpe	4444	4487	4354
Sdn	4504	4549	4415
82 PONTIAC 6000			
Cpe	3711	3747	3636
83 PONTIAC GRAND PRIX			
Cpe	5284	5338	5180
83 VOLKSWAGEN JETTA			
4 Dr Sdn	4420	4462	4376
82 VOLKSWAGEN JETTA			
4 Dr Sdn	3729	3767	3693
83 VOLKSWAGEN L SERIES			
2 Dr Htchbk	3279	3268	3203
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	2474	2497	2448
83 DATSUN			
Sentra 2 Dr Std Sdn	2788	2816	2760
Stanza Hbk 4 Dr Dlx	3800	3837	3761
82 DATSUN			
210 Std 2 Dr	2010	2031	1992
Sentra 2 Dr	2277	2300	2256
Stanza Hbk 4 Dr Dlx	3097	3129	3066
83 TOYOTA			
Corolla Sedan 2 Dr	3476	3511	3441
Celica St	4975	5026	4927
Camry Sedan	5650	5708	5595
82 TOYOTA			
Corolla 2 Dr Sdn	2795	2823	2767
Celica St Cpe	4062	4103	4020

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Colorado Springs, CO	112.9	91.9
Washington, D.C.	134.4	92.7
Miami, FL	114.6	84.7
Des Moines, IA	133.0	83.0
Hutchinson, KS	99.4	75.4
St. Louis, MO	107.2	78.1
Raleigh, NC	117.4	83.4
Albany, NY	104.9	87.4
Canton, OH	95.9	78.4
Philadelphia, PA	104.9	85.4
Nashville, TN	123.2	89.2
San Antonio, TX	102.9	73.9

Survey conducted during the first five working days of July 1986.
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.